NATIONAL CONTEXT

Among the countries that FOCUS-Balkans covered, Slovenia is the only one which is a member of EU. Nevertheless, Slovenia is part of the history of the Balkans countries. Therefore, the state-of-art of food consumer science in Slovenia was found to be very similar to other West Balkan countries.

The majority of previous researches were found to be dealing with a static description of situation in the field of “production” and “producers”. The cause-consequence interpretations were missing and a holistic approach of issues was rare. The research methodology tended to be unsophisticated and research methods applied were rather simple.

MATERIALS & METHODS

The organizing team

* Department of Animals Science of Biotechnical Faculty, University of Ljubljana; is involved in research, education and knowledge transfer in many food consumer sciences related topics: production, processing, distribution and consumption of food products.

* Slovenian Consumers’ Association (ZPS), as co-partner, transferred their comprehensive knowledge about consumer rights and protection, especially in the field of food to other partners within West Balkan Countries.

Picture 1: Networking meeting of different stakeholders on 30th November 2010 at Department of Animals Science of Biotechnical Faculty, University of Ljubljana.

CONSUMER’S ATTITUDES, EXPECTATIONS AND BEHAVIORS TOWARDS TRADITIONAL FOOD IN SLOVENIA

Striking results

→ European legislation on the protection of geographical indications and designations of origin for agricultural products and foodstuffs is implemented in Slovenia.

→ 30 products protected at national level, 5 of them already at EU level, while 15 of them are in the process of EU registration.

→ There is the gap between what is considered to be traditional by consumers and what is protected as traditional food product.

→ The label of identification is overlooked by consumers and the meaning of label is not clear.

Picture 2: (1) Extra virgin olive oil from Slovenian Istria (2) Prieška tūnka (3) Idrija dumplings (4) Bela Krajina cake (5) Prekmurian layer cake

Recommendations

→ Studies about perception of traditional food products in different target groups are needed.

→ Before procedure for protection is initiated, costs and benefits analysis has to be done.

→ Influence of labels of identification on positioning of products has to be clarified.

Future projects of interest

→ Acceptances of traditional products between youngsters.

→ Influence of traditional food on health status (obesity).

→ Obstacles hindering consumption of traditional food

References:

